

UMBRELLAS!**UMBRELLAS!****A GREAT SALE OF UMBRELLAS****HAS BEGUN AT THE BIG STORE.**

Our Buyer, while in New York, purchased an immense stock of Umbrellas at less than manufacturer's cost. These goods were made by a strictly first-class house, on the most approved patterns, and are values such as have never been offered in this city before.

200 good, serviceable Children's Umbrellas, 50c value, at 19c
 165 good quality Sateen Umbrellas, Paragon frame, \$1 value, at 69c
 275 Extra-Fine Cotton Gloria and imported Byzantine Cloth Umbrellas, Paragon frame; also patent self-closing, a \$1.50 and \$1.75 value, at \$1.19.
 150 Fine Silk Gloria Umbrellas, Paragon frame, elegant selection of handles, a \$2 value at \$1.49.

75 Extra Fine Silk Gloria Umbrellas, imported frames and handles, a \$2.50 value, at \$1.89.
 50 elegant Silk Umbrellas with finest selected sandal wood handles, a \$3.00 and \$3.50 value, at \$2.65.
 One lot imp. Silk Umbrellas, \$4 and \$4.50 values, \$3.29.
 25 finest quality imp. Silk Twilled Umbrellas, genuine buck-horn and boxwood handles, finest imported frames, \$5, \$5.50 and \$6 values, at \$4.19.

COME EARLY AND GET THE PICK!

YOURS FOR BUSINESS,

WILLIAM JOHNSON & SON**With the Money-Makers****Advertising in Germany.**

Any one doing business in Germany, says the British and Colonial Printer, has to be very careful in the matter of advertising, as there is a law against stating anything that cannot be substantiated, and the advertiser who does so is liable to be sued for unfair competition. Brakard H. Warner, Jr., American consul at Leipzig, gives a translation of this law of unfair com-

petition.

It provides in the first place, that any falsehood in an advertisement concerning the method of production, source of supply, or character of the wares subjects the persons making it to a fine of £75.
 The spreading of a false report concerning a competitor is punished with a similar fine or imprisonment for one year, and any deception as to quality

of goods, including false weight, is punished for every infringement with a fine of £710s.

The Fur Will Fly.

The Gordon Brown Hardware Co. is certainly making the proverbial fur fly. The habit of using whole and half pages of ads. is the best index of any firm's progressiveness. If skeptics still exist, let them watch the results just for a little while—just a little while.

Was a Big Success.

The Boston Shoe Store's big sale was a big success—biggest and most successful sale in the firm's history.

Curiosity in a Classified Ad.

A curiosity in the way of a classified advertisement was inserted in a New

York paper recently by A. Durr of New Rochelle, who has two perfectly developed hearts and offers to sell them, delivery to be made when they stop beating.—Fourth Estate.

The Public is Interested.

Who is it in Pensacola that is not watching with interest the advertising of the Hooton's Pharmacy? Slowly, but surely the people are realizing that advertising is the force which brings business success.

"They Cut Them Deep."

"When we cut prices—we cut them deep," is a sort of motto to the Meyer Shoe Co. This firm is having a big shoe sale and the motto holds good. See for yourself.

UBIQUITOUS.

In a busy town (like yours, perhaps) I owe a man a bill,
 There are half a million other chaps
 And one of him, but still
 He seems to spread o'er every street,
 For as about I go
 I never, never fail to meet
 The fellow that I owe.

I have relations in this place,
 And as I wander out
 I sometimes meet one face to face,
 Say once a week, about.
 Once in a while I stop to greet
 A friend or two I know;
 But, sakes alive, I always meet
 The fellow that I owe.
 —Louisville Courier-Journal.

HOW CROCODILES ARE CAPTURED IN FLORIDA.

(Continued from Ninth Page.)

earth's surface, and in this retreat his "dileship" feels secure. However, his enemies first go to the mouth of his cave and secretly fasten it up with boards and planks brought along for that purpose. Next the underbrush is partially cleared away and soundings are made to ascertain and locate the cave. Then blocks and tackle are brought and set up, fastened securely to an adjacent tree, and then all being in readiness, a hole about ten inches square is dug down so as to strike the cave and through this hole is inserted the rope with a slip-noose at the end of it which noose so hangs that when the crocodile passes along his cave, it will catch him around the neck, and a sharp stick is then shoved down and the animal, receiving the prod, runs along the cave and right into the trap set for him. Immediately the man hauls away on his blocks and tackle and his head, secured in the noose, is hauled up in the hole, which is not large enough to permit his body to pass through. The end of his nose is pulled through, however, in spite of the terrific struggles of the saurian and securely tied with ropes. Then the hole is enlarged and his head, neck and forefeet are pulled through and securely fastened and two stout scantlings are now drawn along each side of him and to these he is securely tied or wrapped by numerous turns of the stout rope, great care being taken to hold him down in the hole until all that is outside is securely fastened. Now he is drawn out slowly and slowly wrapped to his scantlings, until at last the dreadful tail is securely lashed to two stout scantlings and his dileship is a helpless prisoner. If he could but get his tail loose for two minutes, though, things would be different, for as a single blow he can kill a man, and he knows how to use it with a speed and skill that bring fearful results, and on this account his captors take no chances. He is now a helpless captive and laid away in the bottom of the boat ready to be transported to his future home in some museum, where he is looked and wondered at by thousands, and where by being so closely confined and overfed, becomes to a certain extent, lazy, stupid and fat. He is not, however, near so stupid as he looks and should be taken a notion can show you some wonderful antics in the way of jumping, diving and swimming.

Winter visitors are often invited to go out and see a crocodile captured, but they certainly should know that all due preparations had previously been made, and the crocodile duly anchored at the place where he was to be captured before the hunt started. Also that the "dile" after being so anchored, was prepared in such a way that he could in no manner escape, and that the usual gyrations carried on by the valiant hunters, were only antics "cut up" just to please and excite the enthusiasm of the sight-seeing tourist. "You can humbug some of the people some of the time," and Americans like to be humbugged.

THE ESSENCE OF LIFE.**THE BLOOD**

Is the very essence of life. Keep the blood healthy and the various organs will be healthy. The way by which the blood is to be kept pure and healthy is not by administering so-called blood tonics, but by keeping the glands of the body pure, sweet and clean, and this is to be accomplished by a gentle assistance to nature. Nature rebels against the powerful drugs that are administered to-day for her assistance. She does not stand in need of them; they always do her harm. Do not put powerful drugs into your stomach.

Long Life Liver and Kidney Cure

the discovery of Rev. H. E. O'Grady, will be found the best remedy ever offered to relieve constipation and all the forms of Liver and Kidney trouble. If your liver is right you will not suffer from indigestion, jaundice, chills, fever and many other troubles arising from diseased liver.

Louis Saks, of Birmingham, Ala., the largest clothier in the state, says: "Your Long Life Liver and Kidney Cure is rightly called Long Life, as it is a medicine of great merit."

For Sale by

Hannah Bros.LET US FURNISH
YOUR**ICE CREAM**

KING UP

Bosso's Ice Cream Factory

PHONE No. 1104.
 Corner Zarragossa and Tarragona Sts.
 CREAM DELIVERED IN ANY
 QUANTITY.

In these days of fever excitement it is well to keep your stomach in good condition and be on the safe side come what may. Nothing can accomplish these results better than

**RED
ROCK****Ginger Ale**

you haven't the Red Rock habit already, acquire it at once. It's the one good habit everybody can and should afford.

Sold everywhere in Pints and Quarts or 5c per Glass

Manufactured by **THE RED ROCK CO.** 520-522-524 E. 8th Street, Jacksonville, Fla.

Pensacola territory supplied by Consolidated Grocery Co., Pensacola.

Tampa territory supplied by Consolidated Grocery Co., Tampa.